



Data Strategy

What we do

Digital product strategy, design, and engineering.

CLOUD-NATIVE APPS

- Mobile (native iOS, Android, responsive web)
- Desktop (full-feature, browser-based applications)
- Azure

APPLICATIONS PLATFORMS

- Public APIs
- SaaS Modernization
- Headless Systems
- Evolving Architectures
- Secure Deployments
- Continuous Delivery

DATA SCIENCE & ENGINEERING

- Data Strategy & Experience
- Graph / Data APIs
- Pipelines and Data Fabrics
- AI / Machine Learning Integration
- Algorithm Development & Modeling

USER EXPERIENCE DESIGN

- CX, UX, and UI
- Design Thinking
- Human Centered Design
- Screen, Touch, Voice
- User Research
- Usability Testing

INDUSTRIAL IOT ECOSYSTEM DESIGN

- Product-as-a-Service Design
- Control System Integration
- Dashboards & Visualization
- Digital Twin Engineering & Analytics
- Predictive Maintenance Modeling

Who we are

Partners in smart engineering, from concept to reality and beyond.

DISCIPLINE + INNOVATION

We specialize in digital strategy and product design & engineering, for cloud-native applications – and we believe. In the power of software and technology to make life better.

EMPATHY + INSPIRATION

We prioritize the human experience of technology, commerce, community, relationships, and even employment – so we work to understand and improve everything we touch.

What drives us

Building software, improving life.

OUR GUIDING PRINCIPLES

- We are in the business of delivering business value by building trust and long-standing relationships.
- We become an extension of your team – expanding, enhancing, supporting what your business needs.
- We have a culture of understanding problems before attempting to solve them.
- We bring high-quality specialized skill sets, process and technology (Azure cloud certified, security/compliance: PCI, HIPAA, HITRUST).
- We build IP on behalf of our clients, which is client owned and patentable.

OUR COMPANY VALUES



APPRECIATING PEOPLE



TEAMWORK



OWNING THE PROBLEM



EMBRACING GROWTH



CREATING VALUE

What is a Data Strategy?

DEFINITION

A data strategy helps ensure that data is managed and used like an asset. It provides a common set of goals and objectives across projects and platforms to ensure data is both stored and used effectively and efficiently to support the goals of the business.

APPROACH

An organization should take a holistic approach to adopt a long-term data strategy – with optimized technological investments, people, and processes – to enable continuous business growth. After all, as Jim Rohn puts it: “Success is 20% skills and 80% strategy.”

DevIQ Data Practice: What we do

Data Strategy, Modern Data Platforms, Data Analytics & Data Science



Strategy

BUSINESS ALIGNMENT,
ARCHITECTURE, ORGANIZATION,
GOVERNANCE, PEOPLE

Helps ensure that data is managed and used like an asset. It provides a common set of goals and objectives across projects and platforms to ensure data is both stored and used effectively and efficiently to support the goals of the business.

MODERN DATA PLATFORMS,
MODERN ELT

Unite your data across platforms, departments, and vendors with a privacy-first approach to unlock the full potential of your data.

Platforms



Analytics & AI

REPORTING, DASHBOARDS,
MACHINE LEARNING,
VISUALIZATIONS

Find the signal in the noise and turn your data into meaningful, actionable insights.

What we offer

Data Expertise: 30+ years experience architecting and implementing Data and Analytics solutions

Modern Cloud Infrastructure: supporting Data Lakes, Warehouses, Lakehouses and Data Mesh Platforms

ELT Approach & Focus: generically loading data from any source, transform data as needed for structured analysis

Future Proofing: constructing platforms to support data science use cases, machine learning (ML), AI, APIs, extensibility

Practical Data Science: use case driven Algorithm development, leveraging ML, statistics, and optimization techniques

Data Engineering & Data Science Services

- Data Strategy & Tool Selection
- ELT vs. ETL Data Pipelines
- Data Lake & Data Lakehouse
- Business Analytics & Reporting
- Data Science, Machine Learning & AI
- GraphQL, REST & 3rd party API integrations



1. Alignment

OBJECTIVE

Align your data strategy with the business strategy.

CLIENT EXPECTATIONS

Be prepared to discuss clear goals and objectives.

ACTIVITIES

- Requirements meeting(s)
- Clear vision of business needs
- Understand existing data issues and concerns
- Alignment of business strategy and data strategy

DELIVERABLE

Business Alignment Document

We've learned the best way to state business problems is to focus on desired business results, instead of defining technology solutions from the get-go.

2. Architecture

OBJECTIVE

Data volume matters, develop the architectural approach to be utilized to support current and future data needs.

CLIENT EXPECTATIONS

Review of proposed architecture against tech and business requirements.

ACTIVITIES

- Propose technical architecture for data collection, storage, access and integration
- Discuss longer-term advantages/reasons of chosen approach

DELIVERABLE

Architectural Diagram

For understanding existing and future data assets, it's important to raise questions like:

- What type of data is needed to solve business problems?
- What are the typical use cases?
- What's the volume growth in 3 to 5 years?

3. Tool Selection

OBJECTIVE

Select the best tools for the job.

CLIENT EXPECTATIONS

Review of proposed architecture against tech and business requirements.

ACTIVITIES

- Review Business Processes impacted by Tool Selection/Replacement
- Define Tool Selection Criteria
- Identify/Build a Shortlist of Tool Vendors
- Identify any Process Change Dependencies
- Vendor Selection & Recommendations

DELIVERABLE

Tools Evaluation with Recommendations

4. Governance

OBJECTIVE

Identify data governance requirements.

CLIENT EXPECTATIONS

Be prepared to discuss your expectations around data governance.

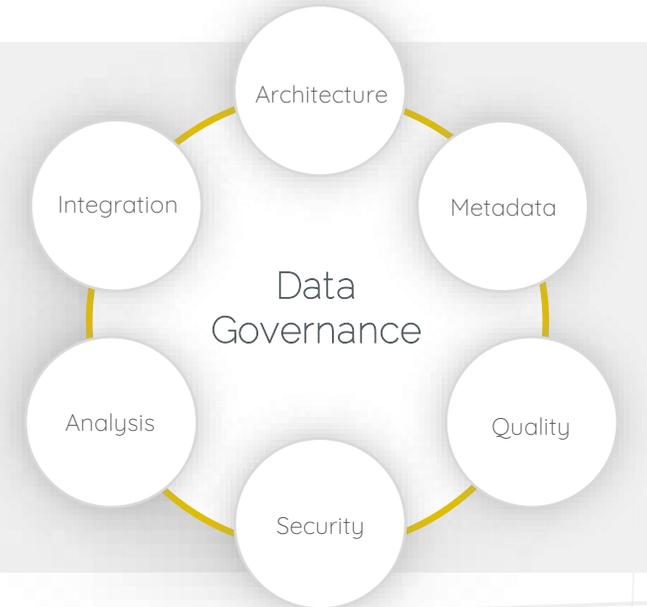
ACTIVITIES

- Data integration requirements
- Data security requirements
- Data retention requirements

DELIVERABLE

Data Governance Requirements Review

Data governance is the process of managing datasets in terms of ownership, integrity, compliance, quality, content, and relationship with other datasets.



5. Skillsets

OBJECTIVE

Identify the talent and culture required to support your data strategy.

CLIENT EXPECTATIONS

Be prepared to discuss the vision for data administrators, users and their roles.

ACTIVITIES

- Create a list of all users for high-level personas
- Define their roles and functions
- Create roadmap for future vision of users
- Incorporate all personas into the ecosystem

DELIVERABLE

Skillset Gap Report

Deliverables, pricing, and timing

SOW-01 (Data Strategy Assessment)

DELIVERABLES SUMMARY

- Business Alignment Document
- Data Architecture Diagram
- Tools Evaluation with Recommendations
- Skillset Gap Report

TIMING

Est. 2 calendar weeks

PRICING

\$20,000 (“not-to-exceed”)

The company we keep

In 2018, DVmobile (Shawn Davison) and Hatton Point Software (Denton Crofts) merged to form DevIQ. In 2020, we acquired Notion One (Eric Brown). Don Kasica, a tech veteran, joined as a partner in 2020. We knew our teams could innovate and deliver even better together, generating strategic ROI for our customers and focusing on solution lifecycles. Collectively, our customer roster has included:



DevIQ Leadership

Our managing partners have more than 100 years of combined experience in software development across multiple industries & disciplines, including Enterprise, SaaS, Mobile & IoT systems.



SHAWN DAVISON



DENTON CROFTS



DON KASICA

Thank you

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